## Launch Windows and Deadlines

Last Modified on 09/18/2025 11:37 am EDT

The HBA launches new Ambassador Programs during designated launch windows throughout the year. **Upcoming launch windows** and deadlines to complete the GAP Activation form are posted on the HBA website and updated regularly. Eligible HBA Corporate Partners intending to launch an Ambassador Program must indicate their intent to launch their program(d) during an upcoming launch window by submitting a completed Activation Form by the window's deadline.

Please note that it can take (on average) 6 weeks to determine the details needed internally to complete and submit the Activation Form. The HBA recommends considering this timing when deciding which launch window to pursue.

## Getting started: quick guide

Preparing to launch an HBA Ambassador Program can take between 3-6 months leading up to a designated program launch window (*multiple windows annually, published here*).



#HBAimpact

\*Required details to activate an Ambassador Program See notes for Milestone definitions

